



# NDR Medical Technology Brand Guideline

updated 2021



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Leading AI-empowered interventional robotics





# Introduction

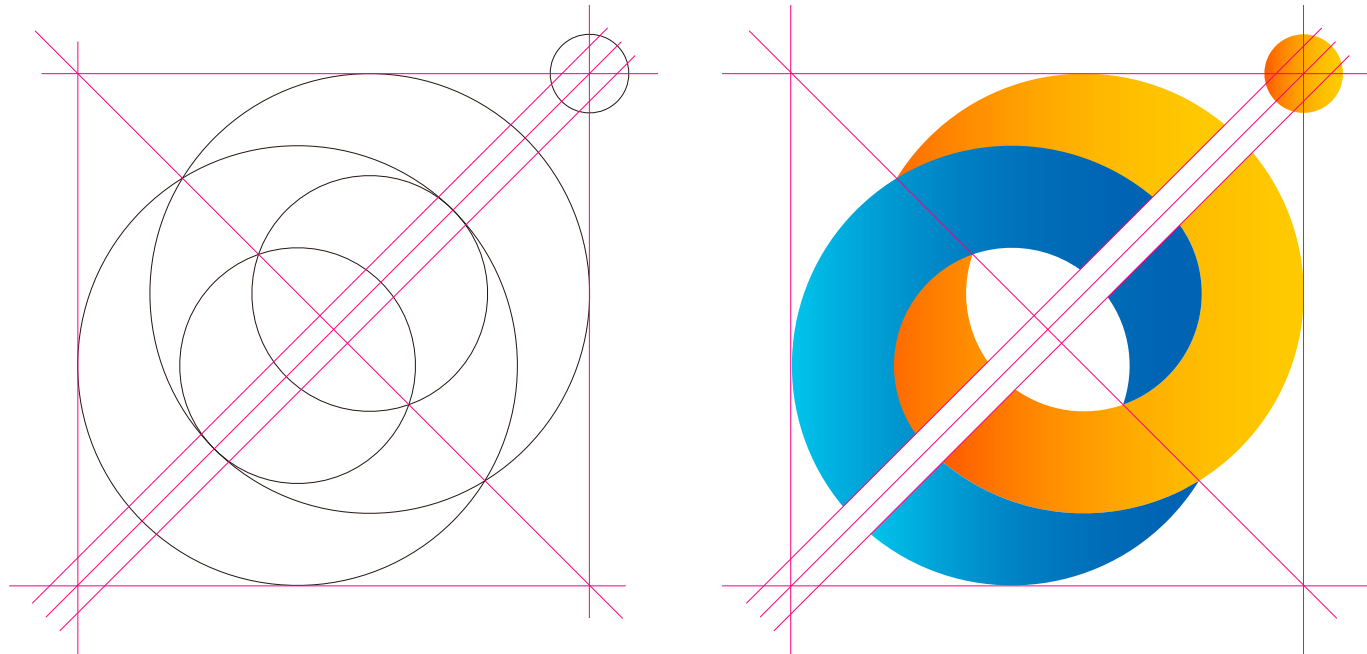
## Overview

NDR Medical Technology Pte. Ltd is the leading interventional robotics company. Our patented Automated Needle Targeting (ANT) technology facilitates accurate and precise needle punctures in the minimally invasive image-guided procedures for lung, liver, kidney, spine, etc. With our vision to lead AI-empowered interventional robotics, we strive to create revolutionary breakthroughs everyday.

# Symbol

## Full Color Master Logo

The corporate symbol is the most recognizable aspect of a brand. Clarity, creativity, and consistency are essential to the successful implementation of the NDR corporate system.





# Logo

## Full Color Master Logo

**The full color master logo** is preferred. It involves a combination of a symbol and a wordmark. The protective zone surrounding the logo ensures optimal brand representation.

**The wordmark** is designed for clarity and simplicity. It should be used only when the appropriate amount of space is available.



Symbol



Wordmark

# Logo

## Variations

Official logo can be used in all media channels.

Vertical Version



Horizontal Version



# Logo

## Monochrome logos with background

If the definitions for a specific media (e.g. letter paper) do not allow for the use of a corporate color, the logo is positioned on the background available.

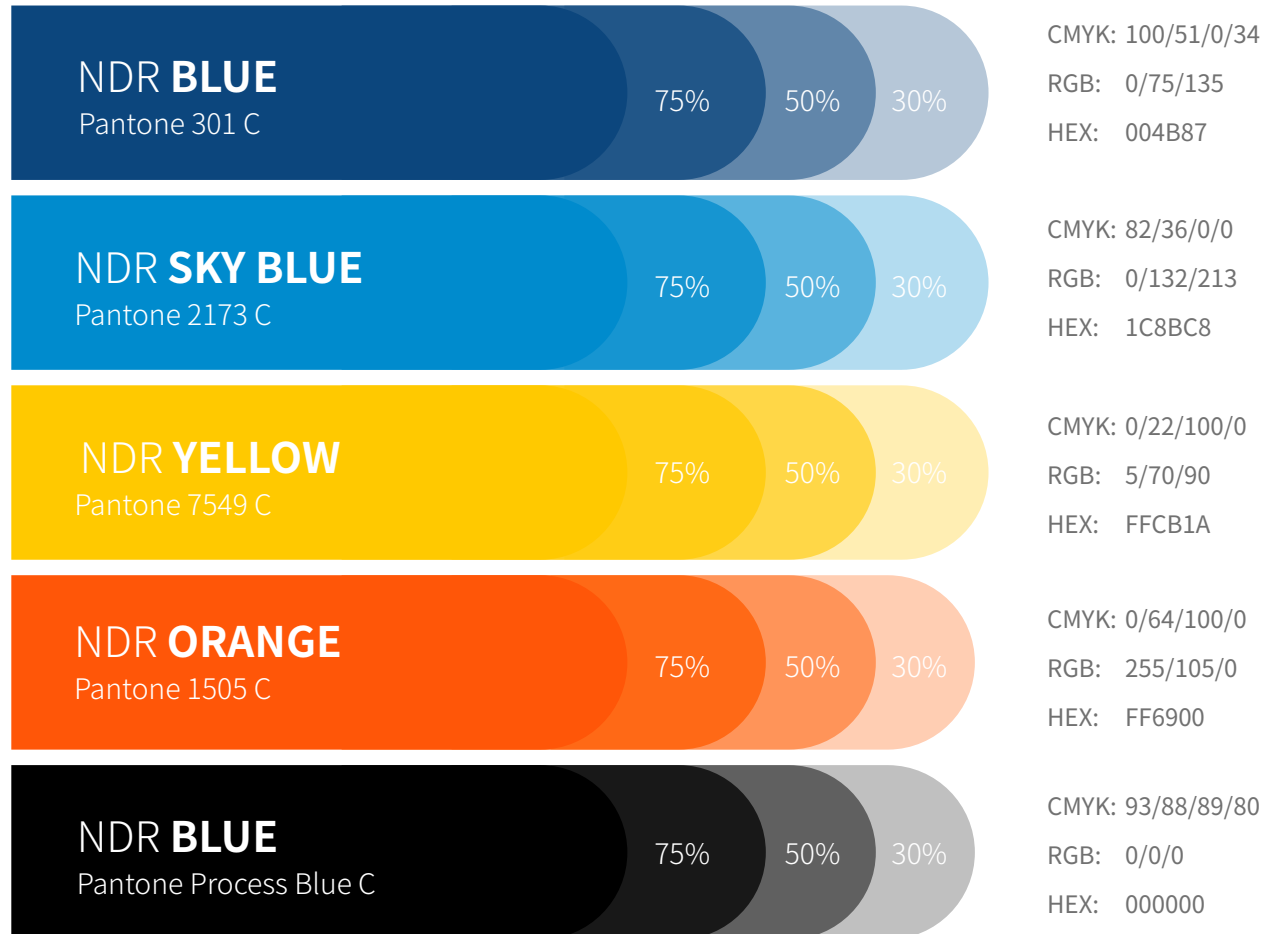
In that case, the logo is always black on a white background or white on a dark background to achieve the greatest contrast possible.



# Colors

## Color Palettes

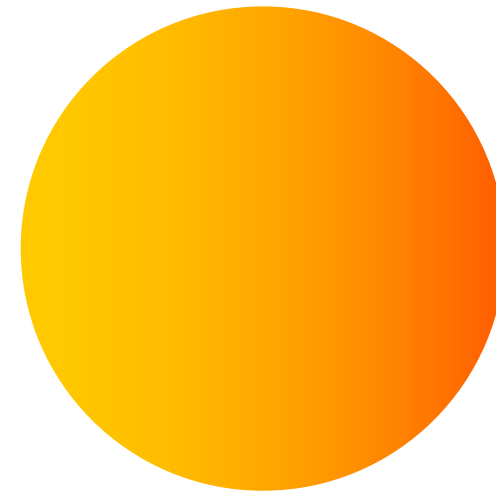
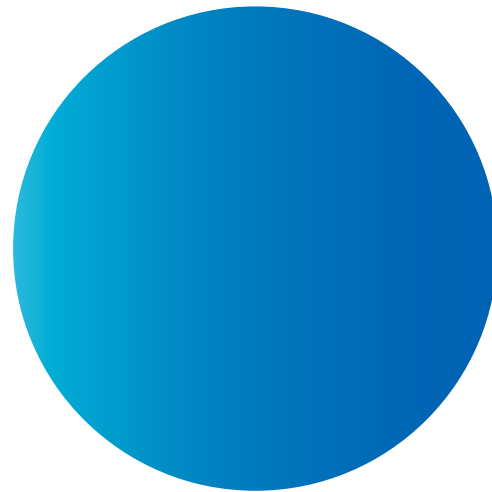
Five colors are reflecting NDR's brand identity. These colors can be used for typography, charts/graphs, PowerPoint presentation, or web links to highlight specific information for printed materials.



# Colors

## Gradient

The gradient should be used with given colors. Colors must be equally spaced with a balanced proportion.



# Typography

## Typeface use

Typography creates a typographical identity, working on both a conscious and subconscious level to strengthen the brand, user experience and messaging.

Highlight Text

Anisette

AUTOMATED NEEDLE TARGETING  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Title Text

Poppins

**Automated Needle Targeting**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

Body Text

Noto Sans Light

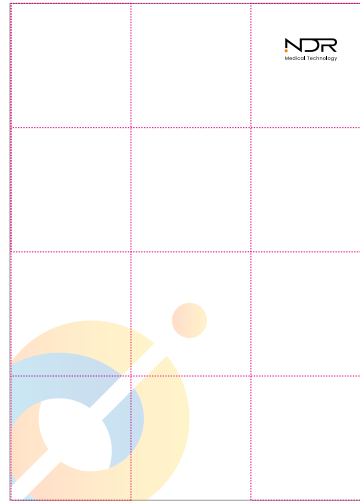
Automated Needle Targeting  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

# Graphic

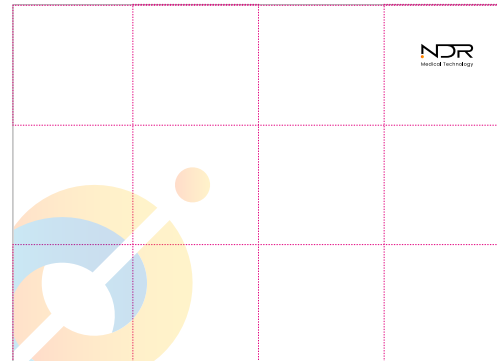
## Cropped Graphic

The cropped symbol can be used in different elements. Full display of wordmark is a must.

Type A Size: 210x297(mm)



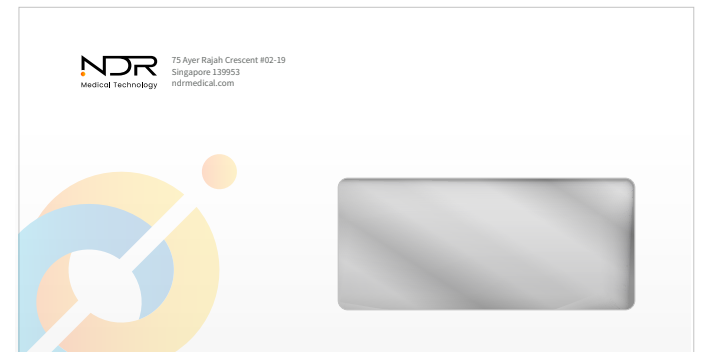
Type B Size: 210x297(mm)



# Stationery

## Application

Stationery templates are designed with the editable area.





# Business Card

## Size and Layout

The business card conveys personal information and also represents the company's brand.

Do not alter any graphics, including the position, size, and colors. Only edit personal details.

Size: 90x50(mm) Material: Natural uncoated Paper



## ID Card

### ID Card and Lanyard

ID card is an important form of employee identification. Personal information, such as photography and name, should be visible on the front of the card.



# PPT Templates

## Templates

PowerPoint is designed for simplicity. Each design may be used for different purposes.

### Widescreen 16:9



# Online Advertising

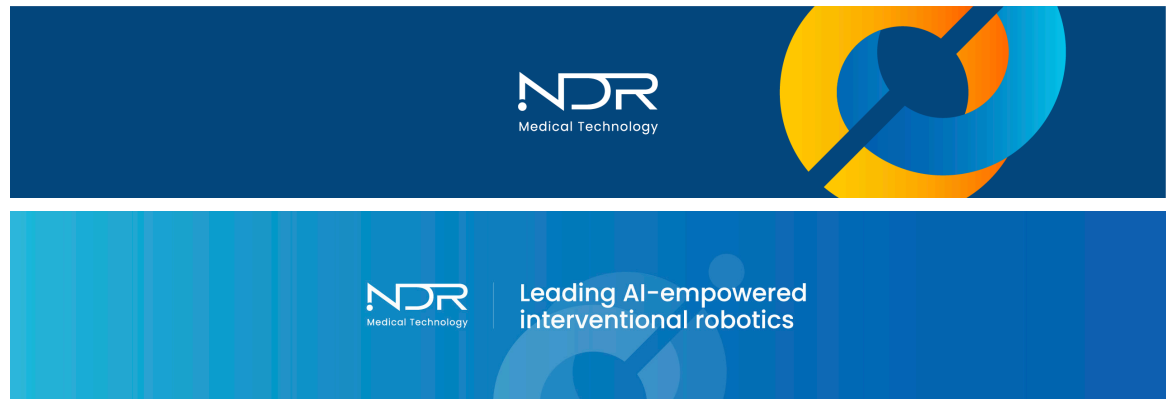
## Social Media Banners

Variations of logos and graphics can be used for marketing collaterals.

Size: 1128 x 191(px) - LinkedIn



Size: 2560x 423(px) - Youtube



# Email Signature

## Layout

Email signature is used to maintain brand consistency. Employees should not alter email signatures.



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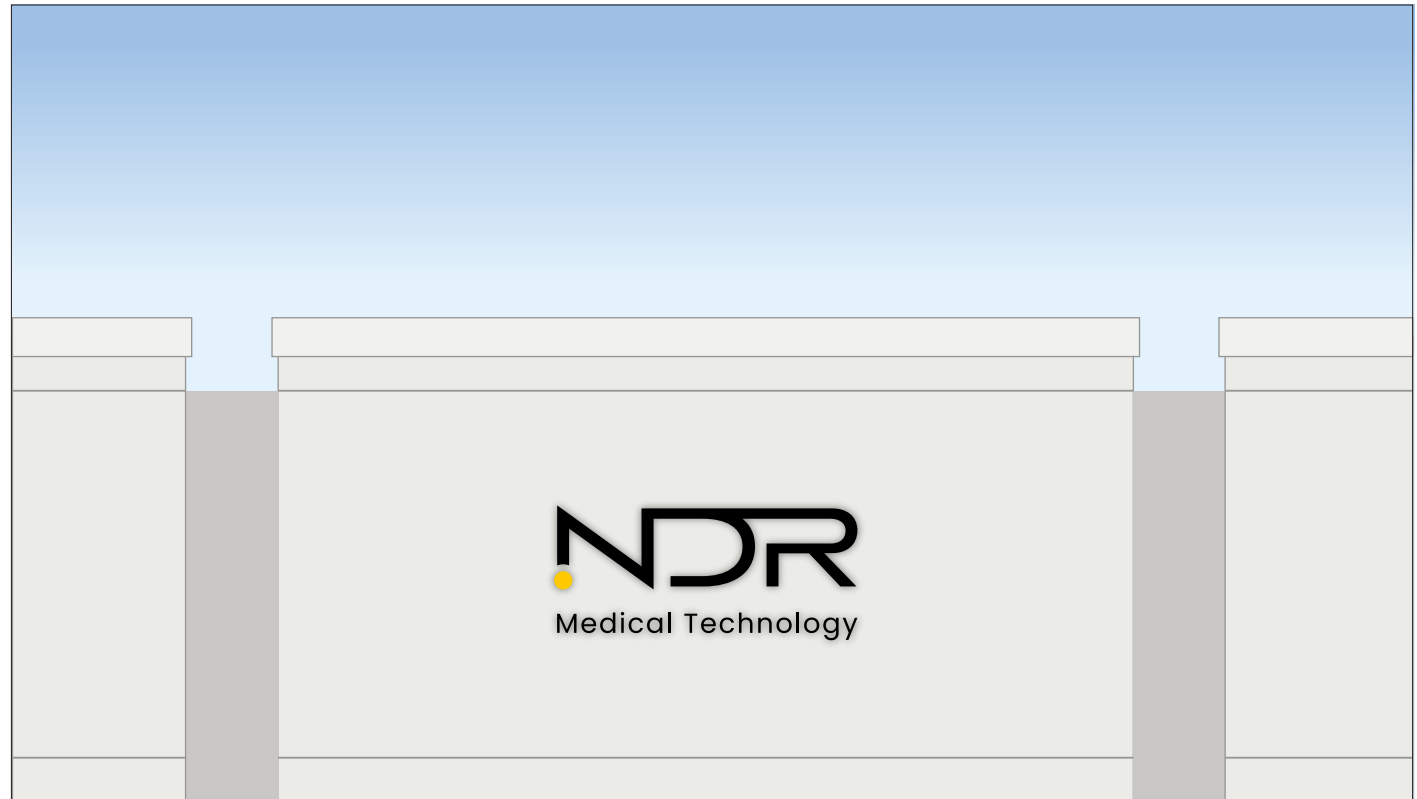
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# Channal Sign

## Building

Channel sign should be installed where the public can easily see. The sign must be white when installing on a dark-colored background. The color logo should be used on a light-colored background.



# Thank you